commands comprising instructions for displaying a link related to the tangible media on a computer system.

2. (Amended) A computer architecture as recited in claim 1, further comprising a client computer, and a local communications channel selectively coupling said client computer to said portable client device, and wherein the bridge code is uploaded from said portable client device to said client computer over said local communications channel.

3. (Amended) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying the link on a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

4. (Amended) A computer architecture as recited in claim 1, wherein the link is operative to download data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

9. (Amended) A computer architecture as recited in claim 1, wherein the link is in the form of a Web page.

13. (Amended) A computer architecture as recited in claim 12, wherein said computer network is the Internet.

14. (Amended) A method for bridging tangible media and computer media, said method comprising the steps of:

creating a database of bridge codes and action commands corresponding to the bridge codes;

inputting a bridge code associated with a tangible media object into a portable client device;

communicating the bridge code from the portable client device to a bridge server;

querying the database based on the bridge code; and

displaying a link related to the tangible media on a computer system.

15. (Amended) A method as recited in claim 14, further comprising a client computer and a local communications channel selectively coupling the client computer to the portable client device, said inputting step comprising inputting the bridge code into the portable client device and uploading the bridge code from the portable client device to the client computer over the local communications channel.

16. (Amended) A method as recited in claim 14, wherein said executing step comprises executing action commands comprising instructions for displaying the link on a Web page stored on one of the bridge server computer system or a separate content server coupled to said communication channel.

17. (Amended) A method as recited in claim 14, wherein said displaying step comprises displaying a link for downloading data to the client computer system from one of the bridge server computer system or another server.

22. (Amended) A method as recited in claim 14, wherein the link is in the form of a Web page.